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WISN-TV
(Milwaukee, WI)

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# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

	idate/Issue	DEMOC	RATIN SE	NA )	TORIAL CAM	no A16rl Comm	7/17/2
candi	t Dates (if one folder is used per date, a separate checklist must be leted for each flight)	10/2	112-1	1/4	0/12	<del></del> .	
1	0 /					<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	")	Da	te:			
2.	Original contract showing requested time (when available)		Da	te:	8/13/12	Sc	
3.	Updated contracts as order changes.		Dar	te:	9/20/12	<u> </u>	
1.	Invoice of schedule as actually broadcas including amount of rebates given (exact date, time, class of time and amount				10/2/12 10/2/12 10/4/12	E E	
	for each rebate), if any		Dat	te:			
			Checklist C	om	pleted:		
		By:					
		Date:					

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Rev	<u>vision</u>		Alt Order#	
939457	1		06262067	
<u> </u>				
Estimate #				
1533		- 1		
		Ori	ginal Date	/ Revision
ampaign Com	mittee	0	8/03/12	/ 08/13/12
Billing Cycle   Billing Calenda			endar	Cash/Trade
1				Cash
Station	Accou	it E	xecutive	Sales Office
WISN	Will Hi	deb	randt	HRP -Washingt
Special Hand	ling		***************************************	
Demographic				
Adults 35+				
IDB#	Advert	ser	Code	Product Code
8091	49			53
Agency Ref			Advertiser	Ref
	Billing Cycle EOM/EOC Station WISN Special Hand Demographic Adults 35+  IDB# 8091	Estimate # 1533  ampaign Committee Billing Cycle Billing EOM/EOC Broadc Station Accour WISN Will Hil Special Handling  Demographic Adults 35+  IDB# Advert 8091 49	Estimate #   1533   Orionampaign Committee   Orionampaign Committee   Orionampaign Cycle   Billing Calc   EOM/EOC   Broadcast   Station   Account E.   WISN   Will Hildeb   Special Handling   Demographic   Adults 35+   Orionampaign   Advertiser   49	Estimate #   1533   Original Date   08/03/12     Billing Cycle   Billing Calendar   EOM/EOC   Broadcast   Station   Account Executive   WISN   Will Hildebrandt     Special Handling   Demographic   Advertiser Code   49

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 -TWTF--Week: 10/08/12 10/14/12 2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p NM 15 \$24,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 -TWTF--2 10/14/12 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 -TWTF--3 10/28/12 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am NM 30 14 \$7,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$500.00 -TWTF--2 Week: 10/08/12 10/14/12 -TWT#--2 \$500.00 Week: 10/15/12 10/21/12 -TWT#--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500,00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM :30 NM 1030p-11p 5 \$4,750.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--1 \$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTE--1 \$950.00 Week: 10/29/12 11/04/12 -TWT#--1 \$950.00 5 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$750.00 Week: 10/08/12 10/14/12 -TWTF--\$750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified,



	Contract / Revision	Alt Order #
	939457 /	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

				_		Spots/				
		ate Descripti		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF -TWTF	2	\$750.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	2 2	\$750.00 \$750.00						
				-						
N 6 WISN 10/02			ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
N 7 WISN 10/09			N	12P-1P		:30		NM	8	£3 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate				1 1111	U	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00				l		
Week; 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week; 10/22/12	10/28/12	<del>-</del> TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				1		
N 8 WISN 10/02		12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						<b>4</b> 1/2 00.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
N 9 WISN 10/02			0 ( 04/ )	3-4p		:30		NM	10	\$5,000.00
<u>Start Date</u> Week; 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF <b></b>	Spots/Week 2	Rate						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				- 1		
Week; 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week; 10/29/12	11/04/12	-TWTF	2	\$500.00						
N 10 WISN 10/02	/12 11/02/			4P-5P		.20		- N		
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02			5p	5-530pm		:30		NM	14	\$14,000.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						O1-4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
N 12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	-TWTF <b></b> -TWTF <b></b>	2 3	\$350,00						
VVCCN, 10/00/12	10/14/12	- 1 44 1 1	3	\$350.00				]		

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

*Line Ch Start	t Data End i	Date Descript	ion	04-4/5-47		Spots/	•			
Start Date		Weekdays		Start/End Time	Days	Length Week	Rate	Type:	Spots	Amount
Week: 10/15/12	10/21/12	-TWTF	Spots/Week 3	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
N 13 WISN 10/0	2/12 11/02/	/12 News M-F	6p	6-630pm		:30		NING	4.4	*10 *** ***
Start Date		<u>Weekdays</u>	Spots/Week	Rate		.50		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	3	\$1,200.00				ľ		
N 14 WISN 10/02			3	\$1,200.00						
Start Date	End Date	12 News M-F Weekdays	Spots/Week	6-7A		:30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	<u> 2</u>	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				i		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
N 15 WISN 10/02	2/12 11/02/	12 Entertainn	nent Tonight	630p-7pm		:30		NM	12	640 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		IVIVI	12	\$10,200.00
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$850.00				1		
Week: 10/06/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$850.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF -TWTF	3	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	2 3	\$850.00						
N 16 WISN 10/02				\$850.00						
Start Date	End Date	Weekdays	ning America Spots/Week	7-9a		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
N 17 WISN 10/02		12 LIVE WITH		9-10am		:30		NM	14	ee 200 00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				IVIVI	14	\$6,300.00
Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/14/12	-TWTF -TWTF	2	\$450.00						
Week: 10/13/12	10/21/12	-1WTF	3 3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	3 4	\$450.00						
N 18 WISN 10/26			<b>T</b>	\$450.00						
Start Date	End Date	Weekdays	Spots/Week	Fri 9-10p <u>Rate</u>		:30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	<del>1</del>	1	\$3,000.00						
N 19 WISN 10/08/	12 11/05/1	2 Dancing		Prime Other		:30		NM	-	<b>AAT AA</b>
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		1.416[	5	\$25,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00				1		
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$5,000.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1 1	\$5,000.00						
	111111111111111111111111111111111111111		1	\$5,000.00						

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Alt Order# Contract / Revision 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/	T 0		
Start Date End Date Weekdays Spots/V		Days Length Week Rate	TypeS	pots	Amount
N 20 WISN 10/22/12 10/29/12 Castle	Veek Rate Mon 9-10p	.00			
Start Date End Date Weekdays Spots/V		:30	NM	2	\$8,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00				
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
N 21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/V		.00	1117	J	\$5,000.00
Week: 10/01/12 10/07/121- 1	\$600.00				
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121 1	\$600.00				
	\$600.00				
0		:30	NM	1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/M</u> Week: 10/08/12 10/14/121- 1	<u>/eek</u> <u>Rate</u> \$6,500.00				
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm				
Start Date End Date Weekdays Spots/M		:30	NM	5	\$2,500.00
Week: 10/01/12 10/07/121- 1	\$500.00				
Week: 10/08/12 10/14/121- 1	\$500.00				
Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/22/12 10/28/121- 1	\$500.00		ŀ		
Week: 10/29/12 11/04/121- 1	\$500.00				
N 24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM	4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/M</u> Week: 10/08/12 10/14/121- 1					7-55.55
Week: 10/15/12 10/21/121- 1	\$200.00				
Week: 10/22/12 10/28/121- 1	\$200.00 \$200.00				
Week: 10/29/12 11/04/121- 1	\$200.00				
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p		00			
Start Date End Date Weekdays Spots/M	6-630pm <u>eek</u> <u>Ra</u> te	:30	NM	5	\$3,500.00
Week: 10/01/12 10/07/121 1	\$700.00				
Week: 10/08/12 10/14/121- 1	\$700.00				
Week: 10/15/12 10/21/121- 1	\$700.00				
Week: 10/22/12 10/28/121 1	\$700.00				
Week: 10/29/12 11/04/121- 1	\$700.00				
N 26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/W				_	+-,000.00
Week: 10/01/12	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00 \$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
N 27 WISN 10/20/12 11/03/12 SA 630-7p		.20		_	
Start Date End Date Weekdays Spots/W	630p-7p <u>eek</u> Rate	:30	NM	2	\$1,000.00
Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/22/12 10/28/120	\$0.00		1		
Week: 10/29/12 11/04/121- 1	\$500.00				
N 28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM	2	\$2,000.00
Start Date End Date Weekdays Spots/W				-	Ψ£,000,00

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NM

\$2,500.00



N 36 WISN 10/21/12

10/21/12

Once

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

Start   Date   Ch   Start   Date   End Date   Description   Start/End Time   Days   Length Week   Rate   Type Spots   Amount					23						
Start Date   End Date   Meetidays   SpotsWeek   St.   100.00   S	*Line Ch Start	Date End C	ate Descripti	nn	Start/End Time	Dava	•	Dete	T		A
Week: 10/08/12   10/14/12						Days	Lengin week	Raie	Type S	pots	Amount
Week: 10/15/12   10/21/12     0   \$1,000   0.00     Neek: 10/21/12   10/21/12     1   \$1,000   0.00     Neek: 10/21/12   10/21/12     1   \$1,000   0.00     Neek: 10/21/12   10/21/12     0   \$0.00     Neek: 10/21/12   10/21/12     1   \$450.00     Neek: 10/21/12   10/21/12     1   \$1,600.00     Neek: 10/21/12   10/21/12     1   \$1,600.00     Na 3 WISN 10/41/2   11/04/12     1   \$1,600.00     Na 4 Sandous											
N 2 9 WISN 1006H12											
N 29 WISN 10/06/12   10/07/12			1_	1							
Start Date   End Date   Week(anys   Spots/Week   St.											
Week: 10/01/12   10/07/12					<u> </u>		:30		NM	3	\$3,000.00
Week: 10/08/12   10/14/12				Spots/Week							
N   SUISN 1013/12   11/03/12   News Sat 7-9a   New Sat 7-9b   N-9am   New Sat 7-9a   N-9am   New Sat 7-9b   N-9am   N			<b>-</b> 1-	0							
N 30 WISN 10/13/12 11/03/12 News Sat 7-9a   7-9am   :30   NM   Sint Date   End Date   Weekdays   Spots/Week   Short Date					•				1		
Start Date   End Date   Weekdaws   Spots/Week   S450.00			_								
Week: 10/08/12   10/14/12   11/04/12   11/							:30		NM	4	\$1,800.00
Week: 107/5/12   10/28/12  1				Spots/vveek					i		
Week: 10/22/12   10/28/121			_	1							
Week: 10/29/12   11/04/12   Late News 10pm   10p-1030p   330   NM   5 \$8,000.00			_	1							
N   31   WISN   10/07/12   11/04/12   Late News 10pm   10p-1030p   330   NM   5   \$8,000.00				1	·						
Start Date   End Date   Weekdays   Spots/Week   10/01/12   10/01/12   11/04				· · · · · · · · · · · · · · · · · · ·							
Week: 10/08/12   10/07/12  1   1   \$1,800.00     Week: 10/15/12   10/21/121   1   \$1,800.00     Week: 10/15/12   10/28/121   1   \$1,800.00     Week: 10/22/12   10/28/121   1   \$1,800.00     N 32 WISN 10/14/12   11/04/12   11/04/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Start Date   End Date   Weekdays   Spots/Week   10/15/12   10/21/121   1   \$950.00     Week: 10/08/12   10/21/12   10/28/121   1   \$950.00     Week: 10/22/12   10/28/121   1   \$950.00     Week: 10/22/12   10/28/121   1   \$950.00     N 33 WISN 10/14/12   11/04/12   \$0.458-6a   \$0.441/21   1   \$950.00     Week: 10/15/12   10/28/12   10/28/121   1   \$950.00     Week: 10/15/12   10/28/12   1							:30		NM	5	\$8,000.00
Week: 10/08/12   10/14/12  1   1   \$1,600.00     Week: 10/15/12   10/28/12  1   1   \$1,600.00     Week: 10/15/12   11/04/12  1   1   \$1,600.00     Week: 10/29/12   11/04/12  1   1   \$1,600.00     N 32 WISN 10/14/12   11/04/12   Late NewS U 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Start Date   End Date   Weekdays   Spots/Week   Rate				Spots/vveek							
Week: 10/15/12   10/21/12  1   1   \$1,600.00     Week: 10/22/12   10/28/12  1   1   \$1,600.00     N 32   WISN 10/14/12   11/04/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Start Date   End Date   Weekdays   SpotsWeek   Rate   S950.00     Week: 10/15/12   10/21/12  1   1   \$950.00     Week: 10/15/12   10/21/12  1   1   \$950.00     Week: 10/15/12   10/28/12  1   1   \$950.00     N 33   WISN 10/14/12   11/04/12   Su 456-6a   Weekdays   SpotsWeek   Rate   S200.00     Week: 10/15/12   10/21/12  1   1   \$950.00     N 33   WISN 10/14/12   11/04/12   Su 456-6a   Weekdays   SpotsWeek   Rate   S200.00     Week: 10/15/12   10/21/12  1   1   \$200.00     N 34   WISN 10/07/12   11/04/12   News Sun 530pm   S30-6p   :30   NM   5   \$2,500.00     N 34   WISN 10/07/12   11/04/12  1   1   \$200.00     Week: 10/08/12   10/14/12  1   1   \$200.00     Week: 10/08/12   10/14/12  1   1   \$500.00     Week: 10/08/12   10/14/12  1   1   \$500.00     Week: 10/08/12   10/14/12  1   1   \$500.00     Week: 10/22/12   10/28/12  1   1   \$500.00     Week: 10/08/12   11/04/12  1   1   \$500.00     Week: 10/08/12   10/14/12  1   1   \$400.00     Week: 10/22/12   10/28/12  1   1   \$400.00				1	•						
Week: 10/22/12   10/28/12  1   1   \$1,600.00     Week: 10/29/12   11/04/12  1   1   \$1,600.00     N 32 WISN 10/14/12   11/04/12   Weekdays   Spots/Week   Rate     Week: 10/08/12   10/21/12  1   1   \$950.00     Week: 10/15/12   10/21/12  1   1   \$950.00     Week: 10/29/12   11/04/12  1   1   \$950.00     Week: 10/29/12   11/04/12  1   1   \$950.00     Week: 10/08/12   11/04/12  1   1   \$950.00     Week: 10/08/12   11/04/12  1   1   \$950.00     Week: 10/08/12   11/04/12  1   1   \$950.00     Week: 10/15/12   10/21/12  1   1   \$900.00     Week: 10/15/12   10/21/12  1   1   \$200.00     Week: 10/15/12   10/21/12  1   1   \$200.00     Week: 10/29/12   11/04/12  1   1   \$200.00     Week: 10/29/12   11/04/12  1   1   \$200.00     Week: 10/15/12   10/21/12  1   1   \$200.00     Week: 10/15/12   10/14/12  1   1   \$200.00     Week: 10/09/12   11/04/12  1   1   \$200.00     Week: 10/15/12   10/14/12  1   1   \$200.00     Week: 10/15/12   10/14/12  1   1   \$500.00     Week: 10/15/12   10/14/12  1   1   \$500.00     Week: 10/15/12   10/21/12  1   1   \$500.00     Week: 10/15/12   10/07/12   11/04/12  1   1   \$500.00     Week: 10/15/12   10/07/12   11/04/12  1   1   \$500.00     Week: 10/15/12   10/07/12   11/04/12  1   1   \$500.00     Week: 10/15/12   10/15/12   10/15/12  1   1   \$400.00     Week: 10/15/12   10/15/12   10/15/12  1   1   \$400.00     Week: 10/15/12   10/15/12   10/21/12  1   1   \$400.00     Week: 10/15/12   10/21/12  1   1   \$400.00			_	1	•						
Week: 10/29/12   11/04/12   11/04/12   11   1   \$1,600.00			_	1							
N 32   WISN 10/14/12   11/04/12   Late News SU 1030PM   Start Date   End Date   Weekdays   Spots/Week   Spo			_	1	•						
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week				CLI 4020DM							
Week: 10/08/12   10/14/12  1   1   \$950.00					' _ '		:30		NM	4	\$3,800.00
Week: 10/15/12   10/28/12  1   1   \$950.00				1							
Week: 10/22/12   10/28/12  1   1   \$950.00     N 33   WISN 10/14/12   11/04/12   Su 458-6a   458-6AM   :30   NM   4   \$800.00     N 33   Week: 10/14/12   11/04/12   Su 458-6a   458-6AM   :30   NM   4   \$800.00     Week: 10/08/12   10/14/12  1   1   \$200.00     Week: 10/15/12   10/21/12  1   1   \$200.00     Week: 10/15/12   10/21/12  1   1   \$200.00     Week: 10/22/12   10/28/12  1   1   \$200.00     Week: 10/29/12   11/04/12   News Sun 530pm   530-6p   :30   NM   5   \$2,500.00     Week: 10/07/12   11/04/12   News Sun 530pm   530-6p   :30   NM   5   \$2,500.00     Week: 10/07/12   11/04/12   News Sun 530pm   530-60     Week: 10/08/12   10/14/12  1   1   \$500.00     Week: 10/08/12   10/14/12  1   1   \$500.00     Week: 10/15/12   10/14/12  1   1   \$500.00     Week: 10/15/12   10/21/12  1   1   \$500.00     Week: 10/22/12   10/28/12  1   1   \$500.00     Week: 10/29/12   11/04/12   Sun GMA   6-7a   :30   NM   5   \$2,000.00     N 35   WISN 10/07/12   11/04/12   Sun GMA   6-7a   :30   NM   5   \$2,000.00     Week: 10/08/12   10/14/12  1   1   \$400.00     Week: 10/08/12   10/14/12  1   1   \$400.00     Week: 10/08/12   10/14/12  1   1   \$400.00     Week: 10/15/12   10/21/12  1   1   \$400.00			1	1							
N   33   WISN   10/14/12   11/04/12   Su   458-6a   458-6AM   :30   Start Date   End Date   Week: 10/15/12   10/24/12  1   1   \$200.00   Week: 10/15/12   10/24/12  1   1   \$200.00   Week: 10/15/12   10/24/12  1   1   \$200.00   Week: 10/29/12   11/04/12   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week	Week: 10/22/12		1	1					- 1		
N 33   WISN 10/14/12   11/04/12   Su 458-6a   458-6AM   :30   NM   4   \$800.00	Week: 10/29/12	11/04/12	1	1							
Start Date   End Date   Weekdays   Spots/Week   Rate   S200.00	N 33 WISN 10/14	/12 11/04/1	12 Su 458-6a				.20		A10.0	4	
Week: 10/08/12       10/14/12      1       1       \$200.00         Week: 10/15/12       10/21/12      1       1       \$200.00         Week: 10/22/12       10/28/12      1       1       \$200.00         Week: 10/29/12       11/04/12      1       1       \$200.00         N 34       WISN 10/07/12       11/04/12       New Sun 530pm       530-6p       :30       NM       5       \$2,500.00         Start Date Week: 10/01/12       End Date Weekdays Spots/Week Neek       Rate Rate Neek: 10/08/12       10/14/12       NM       5       \$2,500.00         Week: 10/08/12       10/14/12      1       1       \$500.00       NM       5       \$2,500.00         N 35       WISN 10/07/12       11/04/12      1       1       \$500.00       NM       5       \$2,000.00         N 35       WISN 10/07/12       11/04/12       Sun GMA       6-7a       :30       NM       5       \$2,000.00         N 35       Wish 10/07/12       11/04/12       Sun GMA       6-7a       :30       NM       5       \$2,000.00         Week: 10/01/12       10/07/12       1       \$400.00       1       \$400.00       1         Week: 10/15/1				Snots/Week			.30		NIVI	4	\$800.00
Week: 10/15/12       10/21/12      1       1       \$200.00         Week: 10/22/12       10/28/12      1       1       \$200.00         N 34 WISN 10/07/12       11/04/12       News Sun 530pm       530-6p       :30       NM       5       \$2,500.00         Start Date Week: 10/07/12       End Date 10/07/12       Weekdays Spots/Week S500.00       Rate \$500.00       NM       5       \$2,500.00         Week: 10/08/12       10/14/12      1       1       \$500.00       NM       5       \$2,500.00         Week: 10/15/12       10/21/12      1       1       \$500.00       NM       5       \$2,500.00         Week: 10/12/12       10/14/12      1       1       \$500.00       NM       5       \$2,000.00         Week: 10/12/12       11/04/12      1       1       \$500.00       NM       5       \$2,000.00         N 35 WISN 10/07/12       11/04/12       Sun GMA Start Date Neekdays Neekda				1							
Week: 10/22/12 10/28/12 11/04/12 11/04/121 1 \$200.00         Week: 10/29/12 11/04/12 11/04/12 11/04/12 11/04/12 News Sun 530pm       530-6p       :30       NM       5 \$2,500.00         Start Date Week: 10/01/12 10/07/	Week: 10/15/12	10/21/12	1	1							
Week: 10/29/12       11/04/12      1       1       \$200.00         N       34       WISN 10/07/12       11/04/12       News Sun 530pm       530-6p       :30       NM       5       \$2,500.00         Start Date Week: 10/07/12       End Date 10/07/12       Weekdays Spots/Week S00.00       Rate \$500.00       Rate \$500.00       NM       5       \$2,500.00         Week: 10/15/12       10/14/12      1       1       \$500.00 <t< td=""><td>Week: 10/22/12</td><td>10/28/12</td><td>1</td><td>1</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	Week: 10/22/12	10/28/12	1	1							
N 34 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00    Start Date   End Date   Weekdays   Spots/Week   Rate   S500.00	Week: 10/29/12	11/04/12	1	1							
Start Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/01/12   10/07/12  1   1   \$500.00	N 34 WISN 10/07/	/12 11/04/1	2 News Sun	530nm			·30		NIA	_	<b>#0 500 00</b>
Week: 10/01/12       10/07/12      1       1       \$500.00         Week: 10/08/12       10/14/12      1       1       \$500.00         Week: 10/15/12       10/21/12      1       1       \$500.00         Week: 10/22/12       10/28/12      1       1       \$500.00         Week: 10/29/12       11/04/12      1       1       \$500.00         N 35 WISN 10/07/12       11/04/12 Sun GMA       6-7a       :30       NM       5       \$2,000.00         Start Date Week: 10/01/12       10/07/12      1       1       \$400.00       \$400.00       Week: 10/08/12       10/14/12      1       1       \$400.00       Week: 10/15/12       10/21/12      1       1       \$400.00       Week: 10/22/12       10/28/12      1       1       \$400.00       Week: 10/22/12       10/28/12      1       1       \$400.00       Week: 10/22/12       10/28/12      1       1       \$400.00       Week: 10/02/12					•		.50		MINI	5	<b>ა∠,</b> 500.00
Week: 10/15/12       10/21/12      1       1       \$500.00         Week: 10/22/12       10/28/12      1       1       \$500.00         Week: 10/29/12       11/04/12      1       1       \$500.00         N 35 WISN 10/07/12       11/04/12 Sun GMA       6-7a       :30       NM       5       \$2,000.00         Start Date Week: 10/01/12       End Date 10/07/12       Weekdays Spots/Week S400.00       Rate S400.00       Week: 10/08/12       10/14/12      1       1       \$400.00         Week: 10/15/12       10/21/12      1       1       \$400.00         Week: 10/22/12       10/28/12      1       1       \$400.00				1							
Week: 10/22/12 10/28/121 1 \$500.00         Week: 10/29/12 11/04/121 1 \$500.00         N 35 WISN 10/07/12 11/04/12 Sun GMA       6-7a :30       NM 5 \$2,000.00         Start Date Week: 10/01/12 10/07/121 1 \$400.00       Weekdays \$500.00       Spots/Week Rate \$400.00         Week: 10/08/12 10/14/121 1 \$400.00       Week: 10/15/12 10/21/121 1 \$400.00         Week: 10/12/12 10/28/121 1 \$400.00	Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/29/12       11/04/12      1       1       \$500.00         N       35       WISN       10/07/12       11/04/12       Sun GMA       6-7a       :30       NM       5       \$2,000.00         Start Date       End Date       Weekdays       Spots/Week       Rate         Week:       10/07/12      1       1       \$400.00         Week:       10/15/12       10/15/12       10/15/12       10/15/12       400.00         Week:       10/22/12       10/28/12      1       1       \$400.00	Week: 10/15/12	10/21/12	1	1	\$500.00						
N 35 WISN 10/07/12 11/04/12 Sun GMA 6-7a :30 NM 5 \$2,000.00    Start Date   End Date   Weekdays   Spots/Week   Rate    1   1	Week: 10/22/12	10/28/12	1	1	\$500.00						
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/01/12         10/07/12        1         1         \$400.00           Week: 10/08/12         10/14/12        1         1         \$400.00           Week: 10/15/12         10/21/12        1         1         \$400.00           Week: 10/22/12         10/28/12        1         1         \$400.00	Week: 10/29/12	11/04/12	1	1	\$500.00						
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/01/12         10/07/12        1         1         \$400.00           Week: 10/08/12         10/14/12        1         1         \$400.00           Week: 10/15/12         10/21/12        1         1         \$400.00           Week: 10/22/12         10/28/12        1         1         \$400.00	N 35 WISN 10/07/	12 11/04/1	2 Sun GMA		6-7a		·30		NIM	5	\$2,000,00
Week: 10/01/12       10/07/12      1       1       \$400.00         Week: 10/08/12       10/14/12      1       1       \$400.00         Week: 10/15/12       10/21/12      1       1       \$400.00         Week: 10/22/12       10/28/12      1       1       \$400.00				Spots/Week					, 4141	J	Ψ <b>2</b> ,000.00
Week: 10/15/12 10/21/121 1 \$400.00 Week: 10/22/12 10/28/121 1 \$400.00	Week: 10/01/12			1					- 1		
Week: 10/22/12 10/28/121 1 \$400.00		10/14/12	1	1	\$400.00				1		
AND A CONTRACTOR OF THE CONTRA		10/21/12	1	1	\$400.00				- 1		
Week: 10/29/12 11/04/121 1 \$400.00				1	\$400.00						
	Week: 10/29/12	11/04/12	1	11	\$400.00						

Sun 7-8p

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision	Alt Order#				
	939457 /	06262067				
Contract Dates	Product	Estimate #				
10/02/12 - 11/06/12	DSCC-IE	1533				

Original Date / Revision Advertiser 08/03/12 / 08/13/12 Democratic Senatorial Ca

Spots/	
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						Spots/				
*Line Ch Start Dat	te End Da	te Description		Start/End Time	Days	Length Week	Rate	Type Sp	ots	Amount
	nd <u>Date</u> 0/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$2,500.00						
N 37 WISN 10/07/12	11/04/12	News Sun 7-	9a	7-9am		:30		NM	5	\$2,000.00
Start Date E		<u>Weekdays</u>	Spots/Week	Rate					•	Ψ2,000.00
	0/07/12	<b></b> 1	1	\$400.00						
	0/14/12	1	1	\$400.00						
	0/21/12	1	1	\$400.00						
·	0/28/12	1	1	\$400.00				- 1		
Week: 10/29/12 1	1/04/12	<del></del> 1	1	\$400.00						
N 38 WISN 10/14/12	11/04/12	This Week V	Vith George Ste	p930-1030am		:30		NM	2	\$2,000.00
	nd Date	<u>Weekdays</u>	Spots/Week	Rate				1		
	0/14/12	1	1	\$1,000.00				- 1		
	0/21/12		0	\$0.00				1		
	0/28/12 1/04/12	1	0	\$0.00						
				\$1,000.00						
N 39 WISN 10/09/12				Tue 7-8p		:30		NM	2	\$10,000.00
	nd Date 0/14/12	Weekdays -1	Spots/Week	<u>Rate</u>						
	0/21/12		Ö	\$5,000.00 \$0.00						
	0/28/12	<b>-1-</b>	1	\$5,000.00						
N 40 WISN 10/02/12	*/		<u>'</u>			.00			_	
		. парру⊑по Weekdays	Spots/Week	Tue 8-9p Rate		:30		NM	2	\$5,000.00
	0/07/12	-1	1	\$2,500.00						
	0/14/12	<del>-</del> 1	1	\$2,500.00						
N 41 WISN 10/02/12	10/30/12	PrivatePracti	ce	Tue 9-10p		:30		NM	3	#6 600 00
		Weekdays	Spots/Week	Rate		.50		INIVI	J	\$6,600.00
	0/07/12	-1	1	\$2,200.00						
Week: 10/08/12 10	0/14/12	<b></b>	0	\$0.00						
		-1	1	\$2,200.00						
	0/28/12		0	\$0.00				ł		
	1/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16/12	10/30/12	HappyEnd		Tue 8-9p		:30		NM	3	\$9,000.00
		<u>Weekdays</u>	Spots/Week	Rate						, , =====
	0/21/12	-1	1	\$3,000.00						
		-1	1	\$3,000.00						
	1/04/12	-1	1	\$3,000.00	••••	<del></del>				
N 43 WISN 10/27/12			ball Game #2	230p-6p		:30		NM	1	\$7,000.00
Start Date <u>E</u> Week: 10/22/12 10		<u>Weekdays</u> 1-	Spots/Week 1	Rate						
			<u> </u>	\$7,000.00						
N 44 WISN 11/03/12		ABC Prime C				:30		NM	2	\$2,600.00
		<u>Weekdays</u> 2-	Spots/Week 2	<u>Rate</u> \$1,300.00				j		
N 45 WISN 10/28/12 Start Date E		Sun 9-930A <u>Weekdays</u>	Spots Mast	9-930A		:30		NM	2	\$450.00
		<u>vveexdays</u> <del>-</del> 2	Spots/Week 2	<u>Rate</u> \$225.00				1		
N 46 WISN 10/22/12						.22		<del></del>		
		General Hos <sub>!</sub> <u>Weekdays</u>	Spots/Week	2-3pm/1 <b>-</b> 2p Rate		:30		NM	1	\$350.00
		1 <b>-</b>	1	\$350.00				1		
N 47 WISN 11/06/12	11/06/12	General Hos	nital	2-3pm/1-2p		:30		NIM	a	6376.60
		223141 1103		z opini i zp		.50		NM	1	\$350.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severalty, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

		06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	oots	Amount
Start Date	End Date	Weekdays -1	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11/11/12		1	\$350.00		.20				00 400 00
N 48 WISN 10/15 Start Date	/12 11/05/ <sup>-</sup> End Date	12 Late News Weekdays	Spots/Week	10-1030p Rate		:30		NM	4	\$6,400.00
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
N 49 WISN 10/15			0 1 111 1	10-11am		:30		NM	4	\$2,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/12/12	10/28/12	1	1	\$500.00				ŀ		
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 50 WISN 11/06	/12 11/06/	12 The View		10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 11/05/12	11/11/12		1	\$500.00						
N 51 WISN 10/15.			N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$225.00						
Week: 10/22/12	10/28/12	1	i	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
N 52 WISN 10/29.	/12 11/05/	12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1 1	\$500.00 \$500.00						
N 53 WISN 11/06			I			.20	<del>,</del>	N 13.4		****
Start Date	End Date	12 3-4p <u>Weekdays</u>	Spots/Week	3-4p Rate		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00				1		
N 54 WISN 10/29	/12 11/05/	12 DR. OZ	•	4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	I	\$600.00						
N 55 WISN 10/15 Start Date	/12 11/05/ End Date	12 News M-F Weekdays	Spots/Week	5-530pm Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	<u> </u>	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 56 WISN 10/15		12 News M-F	5a	5-6A		:30	•	NM	4	\$1,400.00
Start Date	End Date	Weekdays 1	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$350.00 \$350.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$350.00 \$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
N 57 WISN 10/08		12 News M-F	6n	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.40		, 4141	Ü	40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 939457 /	<u>Alt Order #</u> 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria		Original Date / Revision 08/03/12 / 08/13/12

Totals

350

\$321,650.00

*Line Ch Start	Date End D	ate Descripti	ion	Start/End Time	Davs	Spots/ Length Week	Rate	T	)l	
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Length week	Nate	TypeS	pois	Amount
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
N 58 WISN 10/15/	12 11/05/	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				1		
N 59 WISN 11/06/			6a	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00				İ		
N 60 WISN 10/22/		12 Entertainn	nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ū	Ψ2,000.00
Week: 10/22/12	10/28/12	1	1	\$850.00				i		
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
N 61 WISN 10/08/			ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12		1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12		1	\$1,000.00						
Week: 11/05/12	11/14/12	1	1	\$1,000.00				1		
·			1	\$1,000.00						
N 62 WISN 11/06/			ning America	7-9a		:30		NM	1	\$1,000.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week	Rate						
			1	\$1,000.00						
N 63 WISN 10/15/ Start Date	12 11/05/1 End Date			9-10am		:30		NM	4	\$1,800.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00 \$450.00				1		
Week: 10/29/12	11/04/12	1	1	\$450.00 \$450.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$450.00				1		
				Ψ=00.00						

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	249	\$231,950.00	\$197,157.50		
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00		
Totals	350	\$321,650.00	\$273,402.50		

Signature: _		Date:	 

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# **TERMS AND STANDARD CONDITIONS** FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

# **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

# **OMISSION OF BROADCAST**

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonable substitute date and time charges allocable to the omitted broadcast shall be waived; (ii) if a material shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

## **PREEMPTIONS** 4.

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

## 5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract. Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request. Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

## 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnity and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notity and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

## **CONSEQUENTIAL DAMAGES** 8.

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

## 9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b) The Station shall exercise normal precautions in handling of materials and other property furnished by the Agency in connection with broadcasts hereunder connection with broadcasts except after its prior approval.	of property and mail, but assumes no liability for loss or damage to program or commercia r. The Station will not accept or process mail, correspondence, or telephone calls in
connection with proadcasts except after its prior approval.	

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# CONTRACT

R



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 06262067 939457 1 1 **Product** DSCC-IE Contract Dates Estimate# 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Campaign Committee 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53

Agency Ref

<u>Advertiser Ref</u>

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 General Hospital 11/02/12 2-3pm/1-2p :30 NM \$3,500.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--\$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 15 \$24,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--\$1,600.00 4 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 14 \$7,000.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 \$500.00 10/07/12 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 3 -TWTE--\$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM :30 1030p-11p NM 5 \$4,750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$950.00 1 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000,00 Spots/Week Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--\$750,00 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Alt Order# Contract / Revision 939457 06262067 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				l		
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02			N COOPER	M-F 11A-12P		:30		MM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00				İ		
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00				Ī		
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF -TWTF	3	\$225.00				1		
Week: 10/22/12	10/28/12 11/04/12	-TWTF	3 4	\$225.00 \$225.00						
7 WISN 10/09/				12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$300.00				1		
Week: 10/15/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$300.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				1		
-				***		22		N 10.0	46	
8 WISN 10/02/ Start Date	End Date			M-F 2-3P		:30		MM	10	\$4,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				ı		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02				3-4p		:30		MM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1,,,.,		Ψ0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				i		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	/12 11/02/	12 DR. ÖZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				i		
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02			•	5-530pm		:30		NM	14	\$14,000.00
***************************************	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00				J		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Print Date 09/18/12

1533

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 06262067 939457 Contract Dates Product Estimate # DSCC-IE

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

10/02/12 - 11/06/12

					Spots/				
*Line Ch Start Date Er	•	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date End D		Spots/Week	Rate						
Week: 10/15/12 10/21/ Week: 10/22/12 10/28/		3 3	\$350.00 \$350.00						
Week: 10/29/12 11/04/		4	\$350.00						
	/02/12 News M-F		6-630pm		:30		NM	4.4	646 000 00
Start Date End D		Spots/Week	Rate		.50		14141	14	\$16,800.00
Week: 10/01/12 10/07/		2	\$1,200.00						
Week: 10/08/12 10/14/	12 -TWTF	3	\$1,200.00				1		
Week: 10/15/12 10/21/	12 -TWTF	3	\$1,200.00						
Week: 10/22/12 10/28/		3	\$1,200.00						
Week: 10/29/12 11/04/	12 -TWTF	3	\$1,200.00						
	/02/12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date End D		Spots/Week	Rate						
Week: 10/01/12 10/07/		2	\$1,000.00						
Week: 10/08/12 10/14/ Week: 10/15/12 10/21/		3	\$1,000.00						
Week: 10/15/12 10/21/ Week: 10/22/12 10/28/		3 3	\$1,000.00						
Week: 10/29/12 11/04/		4	\$1,000.00 \$1,000.00						
					.20		NIN A	40	040.000.00
Start Date End D		nent Tonight Spots/Week	630p-7pm <u>Rate</u>		:30		MM	12	\$10,200.00
Week: 10/01/12 10/07/		2	\$850.00				- 1		
Week: 10/08/12 10/14/	12 -TWTF	2	\$850.00						
Week: 10/15/12 10/21/	12 -TWTF	3	\$850.00				I		
Week: 10/22/12 10/28/	12 -TWTF	2	\$850.00				1		
Week: 10/29/12 11/04/	12 -TWTF	3	\$850.00						
16 WISN 10/02/12 11	/02/12 Good Mori	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date End D		Spots/Week	<u>Rate</u>				l		·
Week: 10/01/12 10/07/		3	\$1,000.00						
Week: 10/08/12 10/14/		4	\$1,000.00						
Week: 10/15/12 10/21/		4	\$1,000.00				ļ		
Week: 10/22/12 10/28/ Week: 10/29/12 11/04/		5 5	\$1,000.00						
			\$1,000.00						
	/02/12 LIVE WITI		9-10am		:30		MM	14	\$6,300.00
Start Date End D Week: 10/01/12 10/07/		Spots/Week 2	<u>Rate</u> \$450.00				l		
Week: 10/08/12 10/14/		2	\$450.00						
Week: 10/15/12 10/21/		3	\$450.00						
Week: 10/22/12 10/28/		3	\$450.00				1		
Week: 10/29/12 11/04/	12 -TWTF	4	\$450.00						
18 WISN 10/26/12 10	/26/12 2020		Fri 9-10p	***************************************	:30		NM	1	\$3,000.00
Start Date End D		Spots/Week	Rate		,,,,			•	\$0,000.00
Week: 10/22/12 10/28/	121	1	\$3,000.00						
19 WISN 10/08/12 11			Prime Other		:30		NM	5	\$25,000.00
Start Date End D		Spots/Week	<u>Rate</u>						•
Week: 10/08/12 10/14/		1	\$5,000.00				l		
Week: 10/15/12 10/21/		1	\$5,000.00				l		
Week: 10/22/12 10/28/	12 1	1	\$5,000.00				l		

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	Contract / Revision	Alt Order #	
	939457 / 1	06262067	
Contract Dates	Product	Estimate #	一
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

					Spo	te/			
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days Length We		TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	7111111				
	ate Range	Description	1	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
3 WISN 10		1/12 Dancing		Prime Other	M <b></b> :30	\$ <del>5,000.00</del>	NM		
See <i>MG 1</i> 6 WISN 10		/12 Dancing		Mon 7 On		05 000 00			
⊕ MG for 19		712 Dancing		Mon 7-8p	M <b></b> :30	\$5,000.00	NM		
Week: 10/29/12	11/04/12	1	1	\$5,000.00					
Week: 11/05/12	11/11/12	1	1	\$5,000.00					
N 20 WISN 10/22	/12 10/29/	12 Castle		Mon 9-10p	:30		NINA	4	0400000
Start Date	End Date	Weekdays	Spots/Week	Rate	.50		NM	1	\$4,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00					
	ate Range	<u>Description</u>	<u>I</u>	Start/End Time	Weekdays Length	Rate	Туре		
1 WISN 10	1/22/12-10/28	/12 Ca <i>stl</i> e		Mon 9-10p	M:30	<del>\$4,00</del> 0.00	NM		
Credited	44/04/40	-							
Week: 10/29/12	11/04/12	1	11	\$4,000.00					
21 WISN 10/06		12 Late News		10-103 <b>5</b> p	:30		NM	5	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate					
Week: 10/08/12	10/07/12	1-	1	\$600.00 \$600.00					
Week: 10/15/12	10/21/12	1 <b>-</b>	1	\$600.00			i		
Week: 10/22/12	10/28/12	1-	1	\$600.00					
Week: 10/29/12	11/04/12	1-	1	\$600.00					
22 WISN 10/13/	/12 10/13/	12 College Foo	thall Game #2	230p-6p	:30		NM		<b>CO 500 05</b>
Start Date	End Date	Weekdays	Spots/Week	Rate	.30		IAIAI	1	\$6,500.00
Week: 10/08/12	10/14/12	1 <del>-</del>	1	\$6,500.00					
23 WISN 10/06/	/12 11/03/	l 2 News Sa 6p	-630p	6-630pm	:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			,,,,	•	Ψ <u>2</u> ,500.00
Week: 10/01/12	10/07/12	1-	1	\$500.00					
Week: 10/08/12	10/14/12	1 <b>-</b>	1	\$500.00					
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 <b>-</b> 1-	1	\$500.00					
Week: 10/29/12	11/04/12	1-	1	\$500.00 \$500.00					
			I						
24 WISN 10/13/ Start Date	'12 11/03/1 End Date	2 Sa 458-6a Weekdays	Cnoto Allo ale	456-6AM	:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1-	Spots/Week 1	<u>Rate</u> \$200.00					
Week: 10/15/12	10/21/12	1-	1	\$200.00					
Week: 10/22/12	10/28/12	1-	1	\$200.00					
Week: 10/29/12	11/04/12	<b>-1-</b>	1	\$200.00					
25 WISN 10/06/	/12 11/03/1	2 News Sa 6p	-630p	6-630pm	:30		NM	5	\$3,500,00
Start Date	End Date	Weekdays	Spots/Week	Rate				J	\$5,500.00
Week: 10/01/12	10/07/12	<b>1-</b>	1	\$700.00					
Week: 10/08/12	10/14/12	1-	1	\$700.00					
Week: 10/15/12	10/21/12	1-	1	\$700.00					
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1- 1-	1	\$700.00			1		
			I	\$700.00					
26 WISN 10/06/	12 11/03/1 End Date		CnotoAttact	6-7a	:30		NM	5	\$3,000.00
<u>Start Date</u> Week: 10/01/12	10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$600.00					
Week: 10/08/12	10/14/12	1-	1	\$600.00					
Week: 10/15/12	10/21/12	1-	1	\$600.00					

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20	/12 11/03/	12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						71,200.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13				630-7p		:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/05/12	10/14/12	T-	1	\$1,000.00						
Week: 10/13/12	10/21/12 10/28/12	1-	0	\$0.00						
			<u> </u>	\$1,000.00						
29 WISN 10/06			College Footbal	<u>.</u>		:30		NM	3	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12		ó	\$0.00				•		
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13						-00				
Start Date	End Date	12 News Sat 7 Weekdays	-9a Spots/Week	7-9am <u>Rate</u>		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	<u> 30015/4466K</u>	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/	/12 11/04/1	2 Late News	10pm	10p-1030p		:30		NM	5	\$8,000,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	3	\$0,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week; 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	/12 11/04/1	2 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week; 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00		<del></del>				
33 WISN 10/14/			<b>.</b>	458-6AM		:30		NM	4	\$800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> <b>-</b> 1	Spots/Week 1	Rate						
Week: 10/15/12	10/14/12	1	1	\$200.00 \$200.00						
Week: 10/13/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00				ŀ		
			20							
34 WISN 10/07/ Start Date	/12 11/04/1 End Date	2 News Sun 8 Weekdays	Spots/Week	530-6p		:30		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	1	<u> </u>	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						

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Notwilhslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Credited

Contract / Revision	Alt Order #		
939457 / 1	06262067		
Product	Estimate #		
DSCC-IE	1533		
	939457 / 1 Product		

Original Date / Revision <u>Advertiser</u> 09/18/12 / 09/18/12 Democratic Senatorial Ca

*** O O					"""	Spo	ts/			
		ate Descriptio		Start/End Time	Days	Length Wee	ek Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> <b>-</b> 1	Spots/Week 1	<u>Rate</u> \$500.00	*******					
35 WISN 10/07	/12 11/04/1	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					ŭ	V2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00				1		
Week: 10/22/12 Week: 10/29/12	10/28/12	- <b>-</b> 1	1	\$400.00				1		
	11/04/12	1	1	\$400.00						
36 WISN 10/21				Sun 7-8p		:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate						
		<u> </u>	1	\$2,500.00						
37 WISN 10/07				7-9am		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/05/12	10/14/12	1	1	\$400.00						
Week: 10/12/12	10/21/12	<b>-</b> 1	1	\$400.00 \$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00 \$400.00						
38 WISN 10/14/			Alleh Orress Of	****						
Start Date	End Date	Weekdays	Nith George Ste Spots/Week			:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1	<u>Spois/vveek</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12		Ö	\$0.00				1		
Week: 10/22/12	10/28/12		Ö	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/	12 10/23/1	2 DanceResul	te	Tue 7-8p		-20	······································		_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		MM	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0,00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/	12 10/09/1	2 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	4	\$5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02/	12 10/30/1	2 PrivatePract	ice	Tue 9-10p	····	:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				,,,,,	~	Ψ-1-00.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
	te Range	<u>Description</u>		Start/End Time	<u>Weekday</u>		<u>Rate</u>	<u>Type</u>		
	15/12-10/21/	12 PrivatePrac	tice	Tue 9-10p	<del>-</del> Tu	:30	\$ <del>2,200.00</del>	NM		
Credited Week: 10/22/12	10/28/12		0	<b>#0.00</b>						
Week: 10/29/12	11/04/12	-1	1	\$0.00						
			1	\$2,200.00						
N 42 WISN 10/16/		112	C4-00/- 1	Tue 8-9p		:30		NM	2	\$6,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$3,000.00						
	te Range	Description	'	Start/End Time	Mackday	e langth	Data	<b>T</b> ,		
		12 HappyEnd		Tue 8-9p	Weekday		<u>Rate</u> \$3.000.00	<u>Type</u>		
Craditad		uppy=:/u		rue u-ap	- i u	:30	<del>₽₽,₽₽₽.₽₽</del>	NM		

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Hearst television inc. does not discriminate in the calls of advertising time and will account a data to the calls of advertising time and will account a data to the calls of advertising time and will account a data to the calls of advertising time and will account a data to the calls of advertising time and will account a data to the calls of advertising time and will account a data to the calls of advertising time and will account a data to the calls of advertising time and will account a data to the calls of advertising time and will account a data to the calls of advertising time and will account a data to the calls of advertising time and the ca



 Contract / Revision
 Alt Order #

 939457 / 1
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/18/12 / 09/18/12

*Line Ch Start	Date End D	ate Description	nn.	Start/End Time	Dovo	Spots/	Dete	T		A
Start Date	End Date	<u> </u>			Days	Length Week	Rate	TypeS	pots	Amount
Week: 10/22/12	10/28/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$3,000.00						
Week: 10/29/12	11/04/12	-1 <del>-</del>	1	\$3,000.00						
43 WISN 10/27	****	12 College Fo	otball Game #2			-20				
Start Date	End Date	Weekdays	Spots/Week	230p-6p Rate		:30		NM	1	\$7,000.00
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
44 WISN 11/03/	/12 11/03/	12 ABC Prime	College Footbal	7-1030p		:30		NM	2	\$2,600.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		13.33		\$2,000.00
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
45 WISN 10/28			Α	9-930A	****	:30		NM	2	\$450.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12	10/28/12	2	2	\$225.00		<b></b>				
46 WISN 10/22			•	2-3pm/1-2p		:30		NM	1	\$350.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	Rate						
				\$350.00						
47 WISN 11/06/ Start Date	/12 11/06/ <sup>.</sup> End Date		_	2-3pm/1-2p		:30		NM	1	\$350.00
Week: 11/05/12	11/11/12	<u>Weekdays</u> -1	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00						
48 WISN 10/15/	12 11/05/	12 Late News		10-1030p		.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$6,400.00
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15/	'12 11/05/	12 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$500.00						
Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$500.00 \$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00 \$500.00						
50 WISN 11/06/			<u> </u>							
Start Date	End Date	12 The View Weekdays	Spots/Week	10-11am Rate		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
51 WISN 10/15/		12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	4	0000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	4	\$900.00
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29/		•		3-4p		:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 11/05/12	11/11/12	1	1	\$500.00 \$500.00						
***************************************			I							
53 WISN 11/06/ Start Date	12 11/06/1 End Date	•	Spoto Minale	3-4p		:30		MM	1	\$500.00
Week: 11/05/12	11/11/12	<u>Weekdays</u> -1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00						
54 WISN 10/29/			•	4P-5P		:30		h184	_	04 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	2	\$1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00						

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Contract / Revision Alt Order # 06262067 939457 / 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00						
55 WISN 10/15		12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,000.00 \$1,000.00						
			F-			.20				<b>04</b> 400 00
56 WISN 10/15. Start Date	/12 11/05/ <sup>/</sup> End Date	12 News M-F Weekdays	Spots/Week	5-6A Rate		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	<u>30013/Veek</u>	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	/12 11/05/	12 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,200.00				i		
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$1,200.00 \$1,200.00						
			<u> </u>	•						
58 WISN 10/15. Start Date	/12 11/05/ <sup>-</sup> End Date	12 News M-F Weekdays	Spots/Week	6-7A		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	<u> 3001377766K</u>	<u>Rate</u> \$1,000.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06	/12 11/06/	12 News M-F	6a	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22		12 Entertainn	nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$850.00 \$850.00						
									_	
61 WISN 10/08			ning America	7-9a		:30		NM	5	\$5,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1.000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				į		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06	/12 11/06/	12 Good Mor	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
63 WISN 10/15				9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$450.00				1		
Week: 10/22/12	10/28/12	1	1	\$450.00				l		

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	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria	1	riginal Date / Revision 09/18/12 / 09/18/12

Spots/

*Line Ch Start Date	e End Date Descrip	tion	Start/End Time	Days	Length Week	Rate	Type Spots	Amount
	<u>Meekdays</u> /04/12 1	<u>Spots/Week</u> 1	<u>Rate</u> \$450.00					
Week: 11/05/12 11	/11/12 1	1	\$450.00					

Totals 347 \$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision		Alt Order#	
	939457	/ 2		06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser			Ori	ginal Date /	Revision
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/01/12	/ 10/01/12
<del>,</del> ,	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Accour	it E	xecutive	Sales Office
	WISN	Will Hi	deb	randt	HRP -Washingt
	Special Handl	ling			·····
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref	-		Advertiser	Ref

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02	/12 11/02/	12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02	/12 11/02/ <sup>-</sup>	12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02/		12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02	/12 11/02 <i>/</i> 1	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02		12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				ļ		

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1**5**33

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02			ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/01/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/			N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	o	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/	12 KATIE CO	URIC	M-F 2-3P	•	:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7 1,7 5 5 . 5 5
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/		,	0	3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$500.00						
Week: 10/01/12	10/14/1.2	-TWTF	2	\$500.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/	/12 11/02/	12 DR. OZ		4P-5P		:30		NIN4	10	60 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	/12 11/02/ <sup>-</sup>	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$1,000.00				1		
Week: 10/29/12 Week: 10/29/12	11/04/12	-TWTF -TWTF	3 3	\$1,000.00						
				\$1,000.00						
12 WISN 10/02/ Start Date	/12			5-6A		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
			-	++++.00				l l		

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Contract / Revision Alt Order# 06262067 939457 / 2 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type 9	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3 4	\$350.00 \$350.00						
13 WISN 10/02			•	6-630pm		:30		NM	14	\$16,800.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	/12 11/02/	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	10	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/ <sup>-</sup>	12 Entertainm	ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate						•
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	3	\$1,000.00				Į		
Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	4	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	4 5	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5 5	\$1,000.00						
17 WISN 10/02 Start Date	/12 11/02/ <sup>.</sup> End Date			9-10am		:30		MM	14	\$6,300.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26	/12 10/26/	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	1	Ψ3,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08	/12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		****		,,		420,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00				ı		
Week; 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						

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Nolwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents

and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



 Contract / Revision
 Alt Order #

 939457 / 2
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/01/12 / 10/01/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeSp	ots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Weekdays Length Rate	Туре		
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M :30 \$5,000.00	NM		
See MG 19.6					
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM		
	\$5,000.00				
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	\$4,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				. ,
Week: 10/22/12 10/28/12 1 1	\$4,000.00	Meakdaya Longth Doto	Type		
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Castle	Start/End Time Mon 9-10p	<u>Weekdays Length Rate</u> M ;30 \$4,000.00	<u>Type</u> NM		
Credited	mon 3-10p	100 \$ 1,000.00	11,		
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate				
Week: 10/01/12	\$600.00 \$600.00		İ		
Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM	1	\$6,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1	<u>Rate</u> \$6,500.00				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$500.00 \$500.00				
Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/22/12 10/28/121- 1	\$500.00				
Week: 10/29/12 11/04/121- 1	\$500.00				
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM	4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00				
Week: 10/15/12 10/21/121- 1	\$200.00				
Week: 10/22/12 10/28/121- 1	\$200.00				
Week: 10/29/12 11/04/121- 1	\$200.00				
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$3,500.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/01/12         10/07/12        1-         1	<u>Rate</u> \$700.00				
Week: 10/08/12 10/14/121- 1	\$700.00				
Week: 10/15/12 10/21/121- 1	\$700.00		1		
Week: 10/22/12 10/28/121- 1	\$700.00		1		
Week: 10/29/12 11/04/121- 1	\$700.00			_	
26 WISN 10/06/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week	6-7a Rate	:30	NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00		1		
Week: 10/15/12 10/21/121- 1	\$600.00		1		

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	Contract / Revision	Alt Order #
	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20/			01 - 0041	630p-7p		:30		NM	2	\$1,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/13/12	10/28/12		Ö	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/		12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		100			_	4=,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1_	1	\$1,000.00						
29 WISN 10/06	/12 10/20/1	12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	1-	0	\$1,000.00 \$0.00				1		
Week: 10/15/12	10/14/12 10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/						:30		NM	4	£4 500 00
Start Date	End Date	Weekdays	-ਭਰ Spots/Week	7-9am Rate		.30		MINI	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07	/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1 1	1	\$1,600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14			SII 1030DM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVE	-1	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00				1		
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14	/12 11/04/	12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$200.00 \$200.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$200.00				l		
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07			530nm	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1 4141	J	Ψ2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00				I		

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	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Original Date / Revision <u>Advertiser</u> 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spot	s/			
*Line Ch Start	Date End D	ate Description	1	Start/End Time	Days	Length Wee		TypeS	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
35 WISN 10/07/	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$400.00				ŀ		
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	11	\$400.00			·			
36 WISN 10/21				Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07				7-9am		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$400.00						
Week: 10/08/12	10/07/12	1	1	\$400.00						
Week: 10/15/12	10/14/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14		12 This Meak	With George Ste	*		:30		NM	2	\$2,000,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		FAIAI	2	\$2,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
39 WISN 10/09	/12 10/23/ <sup>-</sup>	12 DanceResu	lts	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00				1		
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02		11.7		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	<u>Weekdays</u> -1	Spots/Week	Rate						
Week: 10/01/12	10/07/12	<del>-</del>	1	\$2,500.00	10/		D-1-	T		
Spot Ch Da 1 WISN 10	ite Range	<u>Description</u> //12 HappyEnd		Start/End Time Tue 8-9p	Weekda -Tu		<u>Rate</u> \$2,500.00	<u>Type</u> <i>NM</i>		
See MG 4		/12 HappyLilu		rue o- <del>s</del> p	-10	.30	<del>\$2,000.00</del>	/ 1/1//		
3 WISN 10		/12 DWTS Res	ults	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
MG for 40.							<b>4</b> -,			
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02	/12 10/30/	12 PrivatePrac	tice	Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	. 1	\$2,200.00	المراج ما ١٨٨		m ala	T		
Spot Ch Da 2 W/SN 10	<u>ite Range</u> 1/15/12 10/21	<u>Description</u> 1/12 <i>PrivatePrad</i>	•	Start/End Time Tue 9-10p	Weekda -Tu		<u>Rate</u> \$2 <del>,200.00</del>	<u>Type</u> NM		
2 VV/S/N 10 Credited	110112-10121	/iz FilvalePfa(	NICE .	rue s-rup	- ı u	:30	<del>\$2,200.00</del>	IVIVI		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
		_	-							

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	Contract / Revision	Alt Order #
	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

<u>Advertiser</u> Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Sp	nts	Amount
42 WISN 10/18/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM NM		
Start Date End Date Weekdays Spots/Week	Rate	.50	MIM	2	\$6,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Ту</u> ре		
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$3.000.00	NM		
Credited		155 \$6,000			
Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM	1	\$7.000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	ı	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030n	:30	NM	2	#1 E00 00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2	<b>#450.00</b>
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVI	2	\$450.00
Week: 10/22/12 10/28/122 2	\$225.00				
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM.	4	#2 E D OO
Start Date End Date Weekdays Spots/Week	Rate	.50	NIVI	1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00				
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM	4	6050.00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVI	1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	7	30,400.00
Week: 10/15/12 10/21/12 1 1	\$1,60 <u>0.00</u>		1		
Week: 10/22/12	\$1,600.00				
Week: 10/29/12	\$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			·	42,000.00
Week: 10/15/12 10/21/12 1 1	\$500.00				
Week: 10/22/12 10/28/12 1 1	\$500.00				
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate		ŀ		
Week: 11/05/12 11/11/12 -1 1	\$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	4	\$900.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/15/12 10/21/12 1 1	\$225.00				
Week: 10/22/12 10/28/12 1 1	\$225.00				
Week: 10/29/12 11/04/12 1 1	\$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	Rate				
**************************************	\$500.00				
	\$500.00				
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM	1	\$500.00

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Advertiser Original Date / Revision

Democratic Senatorial Ca 10/01/12 / 10/01/12

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 11/05/12	11/11/12	1	1	\$600.00 \$600.00						
			· · · · · · · · · · · · · · · · · · ·							
55 WISN 10/15. Start Date	/12 11/05/ End Date	12 News M-F Weekdays	Spots/Week	5-530pm Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	<u> </u>	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$350.00						
				\$350.00						
57 WISN 10/08/ Start Date			•	6-630pm		:30		NM	5	\$6,000.00
Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week; 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/	/12 11/05/	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					·	+ .   0 0 0 . 0 0
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,000.00						
				\$1,000.00						
59 WISN 11/06/ Start Date				6-7A		:30		NM	1	\$1,000.00
Week; 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
60 WISN 10/22/						-22		<del></del>	_	
Start Date	End Date	Weekdays	nent Tonight Spots/Week	630p-7pm Rate		:30		NM	3	\$2,550.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08/	/12 11/05/ <sup>-</sup>	I2 Good Morr	ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					-	10,00.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00						
62 WISN 11/06/ Start Date	/12 11/06/ End Date	12 Good Morr Weekdays	ing America Spots/Week	7-9a Pato		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	<u> </u>	<u>Rate</u> \$1,000.00						
			•	t -12.00				1		

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	939457	/ision / 2	06262067				
Contract Dates	Product		Estimate #				
10/02/12 - 11/06/12	DSCC-IE		1533				
Advertiser		Ori	Original Date / Revision				
Democratic Senatoria	1	10/01/12 / 10/01/12					

							Spots/				
*Line Ch	h Start E	Date End Da	ate Description	on	Start/End Time	Days	Length Week	Rate	Type 9	Spots	Amount
<u>S</u> t	lart Date	End Date	Weekdays	<u>Spots/Week</u>	<u>Rate</u>						
63 WIS	SN 10/15/	12 11/05/1	2 LIVE WITH	ł KELLY!	9-10am		:30		NM	4	\$1,800.00
St	tart Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10	0/15/12	10/21/12	1	1	\$450.00						
Week: 10	0/22/12	10/28/12	1	1	\$450.00						
Week: 10	0/29/12	11/04/12	1	1	\$450.00						
Week: 11	Week: 11/05/12 11/11/12 1	1	1	\$450.00							
			•••••		•		Total	s		347	\$312,450.00

Time Period	# of Spots	Net Amount		
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50	
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00	
Totals	347	\$312,450.00	\$265,582.50	

Signature:	Date:
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53

Advertiser Ref



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	<u>vision</u>	Alt Order	#		
	939457	/ 3	06262067	•		
Product						
DSCC-IE						
Contract Dates	Estimate #					
10/02/12 - 11/06/12	1533					
Advertiser			Original Date	/ Revision		
Democratic Senatorial	Campaign Com	mittee	10/03/12	/ 10/03/12		
	Billing Cycle	Billing	Calendar	Cash/Trade		
	EOM/EOC	Broado	cast	Cash		
	<u>Station</u>	Accou	nt Executive	Sales Office		
	WISN	Will Hi	ldebrandt	HRP -Washingt		
	Special Hand	ling				
	Demographic			,		
	Adults 35+					
	IDB#	Advert	iser Code	Product Code		

49

Print Date 10/03/12

Spots/

8091

Agency Ref

						Spois/				
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
1 WISN 10/02		12 General Ho	spital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWT.F	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00				ı		
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02	2/12 11/02/	12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,_,,_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWT.F	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02	2/12 11/02/ <i>*</i>	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, ,
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02	-	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						·
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	11	\$950.00						
5 WISN 10/02	<mark>2/12 11/02/</mark> 1	I2 Nightline		11p-1130p	"	:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				j		
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
								•		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Week: 10/08/12

-TWTF--

3

10/14/12



	Contract / Revision	Alt Order #
	939457 / 3	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

									-	
						Spots/			,	
		Date Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	***					
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				ı		
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$750.00						
····	11/04/12	<del>-</del> TWTF	2	\$750.00						
6 WISN 10/02			ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$225.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF -TWTF	3	\$225.00						
Week: 10/22/12	11/04/12	-TWTF	3 4	\$225.00				i		
				\$225.00						
7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TwTF	Spots/Week 2	Rate						
Week: 10/15/12	10/14/12	-TWTF	2	\$300.00 \$300.00						
Week: 10/13/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				1		
					·····					
8 WISN 10/02				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				i		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00				l l		
9 WISN 10/02			-			.00				
Start Date	End Date	Weekdays	Spots/Week	3-4p		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$500.00				ı		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week; 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	/12 11/02/	12 DR. OZ		4P-5P		.20			40	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600,00				1		
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02	/12 11/02/	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					• •	\$17,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/	/12 11/02/	12 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,		\$5,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
MIAAW 40000149	10/14/140	~~.~~	^	MARA AA						

\$350.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/22/12

10/28/12

| Contract / Revision | Alt Order # | 939457 / 3 | 06262067 | | Contract Dates | Product | Estimate #

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision
Democratic Senatorial Ca 10/03/12 / 10/03/12

				L			I.			
						Spots/				
*Line Ch Start				Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$350.00						
	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02			•	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$1,200.00						
	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	· · · · · · · - ·			6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	<del>-</del> TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00	·					
15 WISN 10/02			ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02		12 LIVE WITH	KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-TWTF <b></b>	2	\$450.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26	/12 10/26/ <sup>-</sup>	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	10,000.00
Week: 10/22/12	10/28/12	1- <b>-</b>	1	\$3,000.00				- 1		
19 WISN 10/08	/12 11/05 <i>/</i> *	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					•	1-1,500.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00				1		
Week: 10/15/12	10/21/12	1	1	\$5,000.00						

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\$5,000.00

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Contract / Revision Alt Order# 939457 06262067 / 3 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M <b>-</b> :30 \$5,000.00	NM	
See MG 19.6				
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M <b></b> :30 \$5,000.00	NM	
	45.004.44			
	\$5,000.00			
	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9- <u>1</u> 0p	:30	NM 1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	Rate			
Week: 10/22/12	\$4,000.00	AAT Follows	_	
1 WISN 10/22/12-10/28/12 Castle	Start/End Time	Weekdays Length Rate	<u>Type</u>	
Credited Castre	Mon 9-10p	M <b></b> :30 \$4,000.00	NM	
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	10-1035p	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 1	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00		Ì	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	3.15.4	
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 5	\$2,500.00
Week: 10/01/12 10/07/121- 1	\$500.00		1	
Week: 10/08/12 10/14/121- 1	\$500.00		1	
Week: 10/15/12 10/21/121- 1	\$500.00		1	
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14101 4	\$600.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00		İ	
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			75,000.00
Week: 10/01/12 10/07/121 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00		i	
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$700.00			
	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate			,
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$600.00		I.	
Week: 10/15/12 10/14/121= 1	\$600.00		İ	
**************************************	\$600.00			

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Contract / Revision Alt Order# 939457 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1**5**33

<u>Advertiser</u> Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

*Line Ch Start	Date End Γ	)ate Descriptio	an	Start/End Time	Days	Spots/	D-1-	T		
Start Date	End Date	Weekdays	Spots/Week		Days	Length Week	Rate	Type	pots	Amount
Week: 10/22/12	10/28/12	1-	<u>Spois/vveek</u>	<u>Rate</u> \$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20	/12 11/03/	12 SA 630-7p		630p-7p		-20			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	<b>-1-</b>	1	\$500.00						
28 WISN 10/13	/12 10/27/	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		1414	2	\$2,000.00
Week: 10/08/12	10/14/12	<b>-</b> 1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06			College Footbal	7-1030p		:30	1000	NM	3	\$3,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate				- 1		7-73-00.00
Week: 10/01/12	10/07/12 10/14/12	<b>-</b> 1-	1	\$1,000.00				ı		
Week: 10/05/12	10/14/12	2-	0 2	\$0.00						
******				\$1,000.00						
30 WISN 10/13/ Start Date	/12 11/03/ <sup>-</sup> End Date	12 News Sat 7 Weekdays		7-9am		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/15/12	10/21/12	- <b></b> 1-	1	\$450.00				i		
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	<b></b> -1-	1	\$450.00						
31 WISN 10/07/	/12 11/04/1	12 Late News	10pm	10p-1030p		:30		NINA.		20.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	<del></del> 1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	<b></b> 1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/				1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						40,000.00
Week: 10/15/12	10/14/12	<del></del> 1	1	\$950.00						
Week: 10/13/12	10/21/12 10/28/12	1 <b>-</b> 1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00 \$950.00						
T			<u> </u>							
33 WISN 10/14/ Start Date	12 11/04/1 End Date	2 Su 458-6a Weekdays	Cmoto AA/a ala	458-6AM		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	Spots/Week 1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	· 1	\$200.00						
Week: 10/29/12	11/04/12	<del></del> 1	1	\$200.00				•		
34 WISN 10/07/		2 News Sun 5	30pm	530-6p	· · · · · · · · · · · · · · · · · · ·	:30	·	NM	_	ድጋ ደດດ ດດ
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		MIM	5	\$2,500.00
Week: 10/01/12	10/07/12	<del>1</del>	1	\$500.00						
Week: 10/08/12	10/14/12	<del></del> 1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00				- 1		
Week: 10/22/12	10/28/12	<b>-</b> 1	1	\$500.00				l		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 06262067 / 3 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/03/12 / 10/03/12

						Spc	its/			
*Line Ch Start		Date Description	n	Start/End Time	Days I	Length We	ek Rate	Type 9	Spots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00						
35 WISN 10/07		12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1 1	1 1	\$400.00						
Week: 10/06/12 Week: 10/15/12	10/14/12	<b>-</b> -1	1	\$400.00 \$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00 \$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21	/12 10/21/	12 Once		Sun 7-8p		:30		NM	1	¢2 500 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141		\$2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	-			7-9am		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week	<u>Rate</u>				ı		
Week: 10/01/12 Week: 10/08/12	10/07/12	1 1	1	\$400.00						
Week: 10/15/12	10/14/12	1	1	\$400.00 \$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	<b>-</b> 1		\$400.00						
38 WISN 10/14	/12 11/04/	12 This Week	With George Ste			:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				. ((4)	-	Ψ2,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12		0	\$0.00						
***		1	1	\$1,000.00						
39 WISN 10/09 Start Date	/12 10/23/1 End Date			Tue 7-8p		:30		NM	2	\$10,000.00
Week: 10/08/12	10/14/12	Weekdays	Spots/Week 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12		Ö	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02	/12 10/09/1	12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		''''	-	Ψ5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
	ite Range	<u>Description</u>	!	Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
1 W/SN 10 See MG 4		/12 HappyEnd		Tue 8-9p	-Tu	:30	\$2,500.00	NM		
		/12 DWTS Res	uilte	Tue 8-9p	-Tu <del></del> -	:30	¢2 500 00	8/84		
⊕ See MG 4		5,,,,,,,,,	uno	1 ae u-sp	-14	.30	<del>\$2,500.00</del>	NM		
4 WISN 10	/01/12-10/07/	/12 DWTS		Tue 7-8p	-Tu	:30	\$2,500.00	NM		
→ MG for 40.				·			,-,			
Week: 10/08/12	***************************************	-1	1	\$2,500.00						
41 WISN 10/02				Tue 9-10p		:30		NM	2	\$4,400.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> <del>-</del> 1	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12		0	\$2,200.00 \$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
	te Range	Description	,	Start/End Time	Weekdays	Length	Rate	Type		
		/12 PrivatePrac		Tue 9-10p	-Tu		\$2,200.00	<u>Type</u> <i>NM</i>		
Credited						.50	Ψ <i>Δγ</i> Δ <del>ΟΟ.ΟΟ</del>	1 4141		
Week: 10/22/12	10/28/12		0	\$0.00						

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Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Sp Start/End Time Days Length W	oots/ eek Rate Type Spo	ts Amount
Start Date         End Date         Weekdays         Spots/We           Week: 10/29/12         11/04/12         -1         1	ek <u>Rate</u> \$2,200.00		
42 WISN 10/16/12 10/30/12 HappyEnd  Start Date End Date Weekdays Spots/We Week: 10/15/12 10/21/12 -1 1	Tue 8-9p :30	NM	2 \$6,000.00
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd Credited	Start/End Time Weekdays Length Tue 8-9p -Tu :30		
Week: 10/22/12	\$3,000.00 \$3,000.00		
43 WISN 10/27/12 10/27/12 College Football Game  Start Date		NM	1 \$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Foo <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/29/12 11/04/122- 2		NM	2 \$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/22/12 10/28/122 2	9-930A :30 <u>k Rate</u> \$225.00	NM	2 \$450.00
46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p :30 <u>k Rate</u> \$350.00	NM	1 \$350.00
47 WISN 11/06/12 11/06/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 11/05/12 11/11/12 -1 1	2-3pm/1-2p :30 <u>k Rate</u> \$350.00	NM	1 \$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wer</u> Week: 10/15/12 10/21/12 1 1	10-1030p :30 <u>k Rate</u> \$1,600.00	NM	4 \$6,400.00
Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	\$1,600.00 \$1,600.00 \$1,600.00		
49 WISN 10/15/12 11/05/12 The View  Start Date End Date Weekdays Spots/Wei  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	10-11am :30  k	NM	4 \$2,000.00
50 WISN 11/06/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wer</u> Week: 11/05/12 11/11/12 -1 1	10-11am :30 <u>k Rate</u> \$500.00	NM	1 \$500.00
51 WISN 10/15/12       11/05/12       ANDERSON COOPER         Start Date       End Date       Weekdays       Spots/Wer         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	M-F 11A-12P :30	NM	4 \$900.00
52 WISN 10/29/12 11/05/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/29/12 11/04/12 1 1	3-4p :30 <u>k Rate</u> \$500.00	NM	2 \$1,000.00

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Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

Start Date   End Date   Meekdays   11/11/12   1   1   5500.00     1   55	*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
Start Date   End Date   Meekdays   Spots/Week   100712   11/11/12   1   1   S500.00											
Start Date   End Date   Weekdays   Spots/Week   Rate   S600.00	53 WISN 11/06	/12 11/06/	12 3-4p		3-4p	***************************************	:30		NM	1	\$500.00
54 WISN 10729/12				Spots/Week	•				/	•	Ψ500.00
Siart Date   End Date   Meek days   SpotsWeek   1705/12   11/14/12   1   1   \$500.00	Week: 11/05/12	11/11/12	-1	1	\$500.00				- 1		
Sign   Class   Face   Class	54 WISN 10/29		12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Section   Sect				Spots/Week							,
55 WISN 10/15/12			7	1							
Start Date   End Date   Meek days   Spots/Week   Start Date   Start				1	\$600.00						
Week:   10/15/12   10/21/12   1   1   \$1,000.00					*		:30		NM	4	\$4,000.00
Week: 10/22/12   10/28/12   1				Spots/Week							
Week: 10/28/12				1							
Week: 11/05/12			_	1							
S6 WISN 10/15/12 11/105/12   News MF 5a   Sols/Week   Rate   S350.00			_	1					1		
Start Date   Mock 10/23/12   10/24/12   1   1   \$350.00			<u> </u>	 							
Week: 10/15/12   10/21/12   1   1   \$350.00							:30		NM	4	\$1,400.00
Week: 10/22/12   10/28/12   1   1   \$350.00				Spots/vveek							
Week: 10/29/12			_	1							
Meek: 11/05/12			1	1							
57 WISN 10/08/12   11/05/12   News M-F 6p   6-630pm   30   NM   5   \$6,000.00			1	1							
Start Date   End Date   Meek: 10/08/12   10/14/12   1   1   \$1,200.00				· ·							
Week: 10/08/12   10/14/12   1   1   \$1,200.00     Week: 10/15/12   10/28/12   1   1   \$1,200.00     Week: 10/29/12   11/08/12   1   1   \$1,200.00     Week: 10/29/12   11/04/12   1   1   \$1,200.00     Week: 11/05/12   11/11/12   1   1   \$1,200.00     Start Date				•	•		:30		NM	5	\$6,000.00
Week: 10/15/12   10/21/12   1   1   \$1,200.00											
Week: 10/22/12   10/28/12   1   1   \$1,200.00			1	i 1	•						
Week: 10/29/12	Week: 10/22/12		1	1							
Meek: 11/05/12	Week: 10/29/12	11/04/12	1	1							
Start Date   Hold Process   Send Date   Weekdays   Spots/Week   Rate   St.,000.00	Week: 11/05/12	11/11/12	1	1							
Start Date   Hold Process   Send Date   Weekdays   Spots/Week   Rate   Start Date   Meek: 10/15/12   10/28/12   1   1   \$1,000.00	58 WISN 10/15/	/12 11/05/1	2 News M-F	6a	6-7A		•30		NIM	4	m4 000 00
Week: 10/15/12   10/28/12   1   1   \$1,000.00     Week: 10/29/12   11/04/12   1   1   \$1,000.00     Week: 11/05/12   11/04/12   1   1   \$1,000.00     Week: 11/05/12   11/11/12   1   1   \$1,000.00     Siart Date   Weekdays   End Date   11/11/12   2							.50		INIVI	4	\$4,000.00
Week: 10/29/12 News: 11/05/12 11/11/12 1 1 \$1,000.00       \$1,000.00         Sy WISN 11/05/12 11/11/12 1 1 \$1,000.00       \$1,000.00         Sy WISN 11/05/12 11/05/12 News M-F 6a Start Date Week: 11/05/12 11/11/12 1 1 \$1,000.00       6-7A Start Date News: 10/12/12 11/11/12 1 1 \$1,000.00       Rate Start Date News: 10/12/12 11/11/12 1 1 \$850.00       NM 3 \$2,550.00         Week: 10/22/12 News: 10/22/12 News: 10/22/12 News: 10/29/12 News: 10/29/12 News: 11/05/12 News: 10/29/12 News: 11/05/12 News: 10/29/12 News: 11/05/12 News: 10/29/12 News: 11/05/12 News: 10/29/12 News: 11/05/12 News: 10/29/12 News: 1	Week: 10/15/12	10/21/12		1							
Week: 11/05/12         11/11/12         1         1 \$1,000.00           59 WISN 11/06/12 I1/06/12 News M-F 6a         6-7A         :30         NM         1 \$1,000.00           Start Date Week: 11/05/12 I1/05/12 I1/11/12         End Date I1/11/12         Weekdays I1/105/12         Spots/Week I1/105/12         Rate \$1,000.00           Week: 10/22/12 10/22/12 10/28/12 I1/05/12 I1/04/12 I1/04/12 I1/04/12 I1/04/12 I1/04/12 I1/05/12 I1/04/12 I1/05/12 Good Morning America Start Date Week: 10/08/12 11/05/12 Good Morning America I1/05/12	Week: 10/22/12	10/28/12	1	1	\$1,000.00						
59 WISN 11/06/12   11/06/12   News M-F 6a   6-7A   30   NM   1   \$1,000.00	Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Start Date   End Date   11/11/12	Week: 11/05/12	11/11/12	1	1	\$1,000.00						
Start Date   End Date   11/105/12   11/11/	59 WISN 11/06/	/12 11/06/1	2 News M-F	6a	6-7A		·30	h	NM	1	\$1,000,00
Week: 11/05/12       11/11/12       -1 \$1,000.00         60 WISN 10/22/12       11/05/12       Entertainment Tonight       630p-7pm       :30       NM       3       \$2,550.00         Start Date Week: 10/22/12       End Date 10/28/12       Weekdays 1 1       Spots/Week Rate 850.00       Rate 8550.00         Week: 10/29/12       11/04/12       1 1       \$850.00       NM       5       \$5,000.00         Meek: 11/05/12       11/11/12       1 1       \$850.00       NM       5       \$5,000.00         Start Date Weekdays       Spots/Week Spots/Week Week: 10/08/12       Rate 10/14/12       1 1       \$1,000.00         Week: 10/15/12       10/14/12       1 1       \$1,000.00         Week: 10/22/12       10/28/12       1 1       \$1,000.00         Week: 10/29/12       11/04/12       1 1       \$1,000.00		End Date	<u>Weekdays</u>	Spots/Week			.00		13131	1	Ψ1,000.00
Start Date   End Date   Weekdays   Spots/Week   Rate	Week: 11/05/12	11/11/12	-1	1							
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/22/12         10/28/12         1         1         \$850.00           Week: 10/29/12         11/04/12         1         1         \$850.00           Week: 11/05/12         11/11/12         1         1         \$850.00           61 WISN 10/08/12         11/05/12         Good Morning America         7-9a         :30         NM         5         \$5,000.00           Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/08/12         10/14/12         1         1         \$1,000.00           Week: 10/15/12         10/21/12         1         1         \$1,000.00           Week: 10/29/12         11/04/12         1         1         \$1,000.00           Week: 10/29/12         11/04/12         1         1         \$1,000.00	60 WISN 10/22/	/12 11/05/1	2 Entertainm	nent Tonight	630p-7pm		:30		NM	3	\$2.550.00
Week: 10/29/12			<u>Weekdays</u>	Spots/Week	 <u>Rate</u>				, ,,,,,	Ť	Ψ2,550.00
Week: 11/05/12       11/11/12       1 \$850.00         61 WISN 10/08/12       11/05/12       Good Morning America       7-9a       :30       NM       5       \$5,000.00         Start Date Week: 10/08/12       End Date 10/14/12       Weekdays 1       1       \$1,000.00         Week: 10/15/12       10/21/12       1       1       \$1,000.00         Week: 10/22/12       10/28/12       1       1       \$1,000.00         Week: 10/29/12       11/04/12       1       1       \$1,000.00			1	1	\$850.00						
61 WISN 10/08/12 11/05/12 Good Morning America 7-9a :30 NM 5 \$5,000.00    Start Date   End Date   Weekdays   Spots/Week   Rate       1   \$1,000.00			<del>-</del>	1							
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/08/12         10/14/12         1         1         \$1,000.00           Week: 10/15/12         10/21/12         1         1         \$1,000.00           Week: 10/22/12         10/28/12         1         1         \$1,000.00           Week: 10/29/12         11/04/12         1         1         \$1,000.00			1	1	\$850.00				ı		
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/08/12         10/14/12         1         1         \$1,000.00           Week: 10/15/12         10/21/12         1         1         \$1,000.00           Week: 10/22/12         10/28/12         1         1         \$1,000.00           Week: 10/29/12         11/04/12         1         1         \$1,000.00	61 WISN 10/08/			ning America	7-9a		:30		NM	5	\$5.000.00
Week: 10/15/12       10/21/12       1       1       \$1,000.00         Week: 10/22/12       10/28/12       1       1       \$1,000.00         Week: 10/29/12       11/04/12       1       1       \$1,000.00				Spots/Week						-	+-1-00.00
Week: 10/22/12       10/28/12       1       1       \$1,000.00         Week: 10/29/12       11/04/12       1       1       \$1,000.00			_	1					1		
Week: 10/29/12 11/04/12 1 1 \$1,000.00				1							
, Wilder			_	1					- 1		
VVEEN. 17/00/12 17/11/12 1 1 \$1,000.00			_	1					I		
	VVCCK. 11/U3/12	11/11/12	T	1	\$1,000.00				l		

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start Data Fad Data December.	Otantilla da Tina	Spots/			
*Line Ch Start Date End Date Description  Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length Week R	tate Type S	pots	Amount
Start Date         End Date         Weekdays         Spots/Week           62 WISN 11/06/12         11/06/12         Good Morning America           Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	Rate 7-9a <u>Rate</u> \$1,000.00	:30	NM	1	\$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00	:30	NM	4	\$1,800.00
N 64 WISN 10/06/12 10/06/12 PostBadger <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	PostBadger <u>Rate</u> \$1,000.00	:30	NM	1	\$1,000.00
N 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/125- 1	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
N 66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
N 67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM	1	\$250.00
N 69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
N 70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
N 71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
N 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE  Start Date	INSIDE HUD 1035 <u>Rate</u> \$250.00	i :30	NM	1	\$250.00
		Totala	<del></del>	357	\$224.200.00

Totals 357 \$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	357	\$321,300.00	\$273,105.00

Signature: Date:	
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<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Print Date 10/03/12



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	vision		Alt Order #			
	939457	/ 4		06262067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
<u>Advertiser</u>			<u>Or</u>	ginal Date	/ Revision		
Democratic Senatorial Ca	ampaign Com	mittee	1	0/04/12	/ 10/04/12		
	Billing Cycle	Billing	Cal	endar	Cash/Trade		
	EOM/EOC Broadc				Cash		
	Station	Accou	nt E	xecutive	Sales Office		
	WISN	Will Hi	ldeb	randt	HRP -Washingt		
	Special Hand	ling					
	Demographic						
	Adults 35+						
	IDB#	Advert	ser	Code	Product Code		
	8091	49			53		
	Agency Ref			Advertiser	Ref		
				1			

						Spots/				
*Line Ch Start		ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
1 WISN 10/02/			ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						Ψ0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00				ľ		
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02/			10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						42 1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02/				10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					• •	Ψ1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/			1030PM	1030p-11p		:30	***************************************	NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	4 1,1 00.00
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	<del>-</del> TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/		2 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	Ψο,οοο.οο
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				1		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

12 WISN 10/02/12

Start Date

10/28/12

11/04/12

End Date

10/07/12

10/14/12

11/02/12

-TWTF--

-TWTF--

**Weekdays** 

-TWTF--

-TWTF--

News M-F 5a

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

						Spots/				
		ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						-
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00				İ		
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00		······				
6 WISN 10/02				M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				i		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00	***************************************					
7 WISN 10/09/			1	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/		12 KATIE COL	JRIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/	'12 11/02/1	l2 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						4-10-00.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/	12 11/02/1	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	**,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/			,	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				l		

:30

NM

15

\$5,250.00

\$1,000.00

\$1,000.00

Rate

\$350.00

\$350.00

5-6A

3

3

Spots/Week

2

3

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcest air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity,

10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

						Spots/				
		Date Descripti		Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3	\$350.00						
	****		4	\$350.00			****			
13 WISN 10/02 Start Date	11/02/ End Date			6-630pm		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> <del>-</del> TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00				ı		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00				l		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00				ı		
14 WISN 10/02	/12 11/02/	12 News M-F	6a	6-7A		:30		NM	45	045.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IVIVI	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02		12 Entertainm	nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> −TwTF <b></b>	Spots/Week	Rate				- 1		
Week: 10/08/12	10/07/12	-TWTF	3 4	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF	4	\$1,000.00 \$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/				9-10am		.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00				1		
18 WISN 10/26/	'12 10/26/	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				. 1101	•	Ψ3,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00				- 1		
19 WISN 10/08/	'12 11/05/	2 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>		<del>-</del>		. ""	•	<b>420,000.00</b>
Week: 10/08/12	10/14/12	1	1	\$5,000.00				1		
Week: 10/15/12	10/21/12	1	1	\$5,000.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$5,000.00						

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

**Democratic Senatorial Ca** 

				<u></u>						
						Spo	ts/			
*Line Ch Start	Date End Da	ate Description	ו	Start/End Time	Days	Length Wee		Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
	ate Range	Description		Start/End Time	Weekday	<u>/s Length</u>	Rate	Туре		
3 WISN 10	0/22/12-10/28/	/12 Dancing		Prime Other	M		\$5,000.00	NM		
See MG 1	9.6	_					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
6 WISN 10	/22/12-10/28/	/12 Dancing		Mon 7-8p	M	: :30	\$5,000.00	NM		
MG for 19	.3 10/22			·			,			
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
20 WISN 10/22	/12 10/29/1	12 Castle		Mon 9-10p		:30		NM	1	£4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	I	\$4,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00				1		
Spot Ch Da	ate Range	Description		Start/End Time	Weekday	s Length	Rate	Type		
1 W/SN 10	0/22/12-10/28/	/12 Castle		Mon 9-10p	M		\$4.000.00	NM		
Credited				-,-		,	<i>ϕ</i> 1,000.00	, , , , ,		
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06	/12 11/03/1	2 Late News S	Sa 10pm	10-1035p		:30		NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					J	Ψ5,000.00
Week: 10/01/12	10/07/12	<del>1</del> -	1	\$600.00						
Week: 10/08/12	10/14/12	<b>1-</b>	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
N 22 WISN 10/13	/12 10/13/1	2 College Foo	ball Game #2	230p-6p		:30		NM	1	\$6 E00 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14(4)	ı	\$6,500.00
Week: 10/08/12	10/14/12	1-	1	\$6,500.00						
Spot Ch Da	<u>ite Range</u>	<u>Description</u>		Start/End Time	Weekday	s Length	Rate	<u>Туре</u>		
1 W/SN 10	/08/12-10/14/	'12 College Foo	otball Game #2	230p-6p			\$6,500.00	NM		
See MG 2							,			
2 WISN 10	/06/12-10/06/	'12 College Foo	tball BADGER	230p-6p	<b>-</b> -	·Sa :30	\$6,500.00	NM		
⊕ MG for 22.	1 10/13									
23 WISN 10/06	/12 11/03/1	2 News Sa 6p	-630p	6-630pm		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					·	42,000.00
Week: 10/01/12	10/07/12	<b>1-</b>	1	\$500.00						
Week: 10/08/12	10/14/12	1-	1	\$500.00				1		
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12	1-	1	\$500.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
24 WISN 10/13	/12 11/03/1	2 Sa 458-6a		456-6AM		:30		NM	4	\$800.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate				1 4141	т	Ψ500.00
Week: 10/08/12	10/14/12	1-	1	\$200.00				1		
Week: 10/15/12	10/21/12	1-	1	\$200.00				1		
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	11	\$200.00						
25 WISN 10/06/	/12 11/03/1	2 News Sa 6p	-630p	6-630pm		:30		NM	5	\$3,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate				,	J	¥4,000.00
Week: 10/01/12	10/07/12	1-	1	\$700.00						
Week: 10/08/12	10/14/12	1 <b>-</b>	1	\$700.00						
Week: 10/15/12	10/21/12	1-	1	\$700.00						
Week: 10/22/12	10/28/12	1-	1	\$700.00				ļ		
Week: 10/29/12	11/04/12	1-	1	\$700.00						
								•		

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Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeSi	oots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate					· · · · · · · · · · · · · · · · · · ·	
26 WISN 10/06	/12 11/03/	12 Sat GMA		6-7a		:30		NM	5	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					ŭ	40,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00				- 1		
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12		1	\$600.00						
27 WISN 10/20				630p-7p		:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/13/12	10/21/12	1-	0	\$500.00						
Week: 10/29/12	11/04/12	1-	1	\$0.00 \$500.00						
28 WISN 10/13			I	***************************************						
_		•		630-7p		:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12	<u></u>	Ö	\$0.00						
Week: 10/22/12	10/28/12	1 <del>-</del>	1	\$1,000.00						
29 WISN 10/06/		12 ARC Prime	College Footbal			.00		N10.0	_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1 <del>-</del>	1	\$1,000.00						
Week: 10/08/12	10/14/12	<b>-</b>	0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/	12 11/03/	2 News Sat 7	7-9a	7-9am		:30		NM	4	\$1,800.00
<u>Start Date</u>	End Date	Weekdays	Spots/Week	Rate		.00		1 4141	4	\$1,600.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/		12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						***
Week: 10/01/12	10/07/12	<b>-</b> 1	1	\$1,600.00						
Week: 10/08/12	10/14/12	<b></b> 1	1	\$1,600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$1,600.00						
Week: 10/29/12	11/04/12	<u>-</u> 1	1	\$1,600.00 \$1,600.00						
		_			······································					
32 WISN 10/14/			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	i	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/			•	458-6AM		.20				AA
Start Date	End Date	Weekdays	Spots/Week	456-6AIVI Rate		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	<b>-</b> 1	1	\$200.00						
Week: 10/22/12	10/28/12	<del></del> 1	1	\$200.00						
Week: 10/29/12	11/04/12	<b>-1</b>	1	\$200.00						
34 WISN 10/07/	12 11/04/1	2 News Sun	530pm	530 <b>-</b> 6p		:30		NM	5	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

			Spot	is/			
*Line Ch Start Date End Date Description	Start/End Time	Days	Length Wee	k Rate	TypeS	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1			•				
Week: 10/08/12 10/07/121 1 Week: 10/08/12 10/14/121 1	\$500.00 \$500.00						
Week: 10/10/12 10/14/121 1	\$500.00 \$500.00						
Week: 10/13/12 10/28/121 1	\$500.00 \$500.00						
Week: 10/29/12 11/04/121 1	\$500.00						
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a		:30		NIA A	_	#C 000 00
Start Date End Date Weekdays Spots/Week			.50		NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00						
Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1	\$400.00						
Week: 10/29/12 11/04/121 1	\$400.00						
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p		:30		NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week							
Week: 10/15/12 10/21/121 1	\$2,500.00						
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1							
Week: 10/08/12 10/14/121 1	\$400.00 \$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1	\$400.00						
Week: 10/29/12 11/04/121 1	\$400.00						
38 WISN 10/14/12 11/04/12 This Week With George S			:30		NM	2	<b>92 000 00</b>
Start Date End Date Weekdays Spots/Week	Rate		.00		IAIAI	2	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00						
Week: 10/15/12 10/21/12 0	\$0.00				İ		
Week: 10/22/12 10/28/12 0	\$0.00						
Week: 10/29/12 11/04/121 1	\$1,000.00						
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				l		
Week: 10/08/12 10/14/12 -1 1	\$5,000.00				l l		
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 -1 1	\$0.00						
	\$5,000.00						
40 WISN 10/02/12 10/09/12 HappyEnd Start Date End Date Weekdays Spots/Week	Tue 8-9p		:30		NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	<u>Rate</u> \$2,500.00						
Spot Ch Date Range Description	Start/End Time	Weekda	<u>vs Length</u>	Rate	<u>Type</u>		
1 W/SN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu		\$ <del>2,5</del> 00.00	NM.		
See MG 40.3			.55	42,000.00	,,,,,,		
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu	: :30	\$2,500.00	NM		
⊕ See MG 40.4							
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	<del>-</del> Tu	:30	\$2,500.00	NM		
® MG for 40.3 10/02							
Week: 10/08/12 10/14/12 -1 1	\$2,500.00	•					
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p		:30		NM	2	\$4,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1							
**GGR. 10/01/12 10/01/12 -1	\$2,200.00				J		

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10/04/12 / 10/04/12



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

*Line Ch Stort Data End Data Description	01-45-17	Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate	<b>106</b> -1-1		
1 WISN 10/01/12-10/07/12 PrivatePractice	Start/End Time Tue 9-10p	Weekdays Length Rate	<u>Type</u>	
See MG 41.4	rue 9-rup	-Tu :30 <del>\$2,200.00</del>	NM	
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
MG for 41.1 10/02	ma o rop	11150 \$2,200.00	INIVI	
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
Credited				
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/12 -1 1	\$0.00			
	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         -1         1	<u>Rate</u> \$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	T	
1 W/SN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$3,000,00	<u>Type</u> <i>NM</i>	
Credited	. ис с ор	10 :50 <del>\$5,000:00</del>	IVIW	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00		i	
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	\$7,000.00
Start Date	Rate	.00	14141	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030p	:30	NM 2	\$2,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/122 2	Rate		_	4-,000.00
	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2	<u>Rate</u> \$225.00			
46 WISN 10/22/12 10/22/12 General Hospital				
Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM 1	\$350.00
Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00			
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30		
	Rate	.30	NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM 4	\$6,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		· · · · · · · · · · · · · · · · · · ·	Ψ0,400.00
Week: 10/15/12 10/21/12 1 1	\$1,600.00			
Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$1,600.00			
the state of the s	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM 4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$500.00			
Week: 10/22/12 10/28/12 1 1	\$500.00			
Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1 1	\$500.00			
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM 1	\$500.00
			•	

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Start Date End Date Weekdays

	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

www.wisn.com					nocratic S	enatorial Ca		10/04/12		
				L		Spots/		<b>-1</b>		
*Line Ch Start	h	•		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00			1877			,
51 WISN 10/15			N COOPER	M-F 11A-12P	***************************************	:30		NM	4	\$900.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29				3-4p		:30		NM	2	\$1,000.00
Start Date Week: 10/29/12	End Date	Weekdays 1	Spots/Week	Rate				ŀ		,
Week: 11/05/12	11/04/12 11/11/12	1	1	\$500.00 \$500.00				1		
53 WISN 11/06				3-4p						
Start Date	End Date	Weekdays	Spots/Week	3-4ρ <u>Rate</u>		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29		12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						, ,
Week: 11/05/12	11/04/12 11/11/12	1	1	\$600.00 \$600.00						
55 WISN 10/15/			5n	5-530pm		:30		\11.e	4	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/ Start Date	/12 11/05/ <sup>-</sup> End Date			5-6A		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00				ı		
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/		12 News M-F	6р	6-630pm		:30		NM	5	\$6,000.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/06/12	10/14/12 10/21/12	1	1	\$1,200.00 \$1,200.00				İ		
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	i	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/		12 ` News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					·	¥ 1,000.00
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,000.00						
Week: 10/22/12	11/04/12	1	1	\$1,000.00 \$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/		12 News M-F	6a	6-7A		:30		NM	1	¢4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/		12 Entertainm		630p-7pm		:30		NM	3	\$2,550.00
Start Date	⊨nd Date	Weekdays	Spots/Week	Rate				1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

Spots/Week

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Hearst letevision inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 / 4 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/22/12 10/28/12 1 1	\$850.00		i	
Week: 10/29/12 11/04/12 1 1	\$850.00		ļ.	
Week: 11/05/12 11/11/12 1 1	\$850.00			
61 WISN 10/08/12 11/05/12 Good Morning America	7 <b>-</b> 9a	:30	NM 5	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 1 1	Rate			
Week: 10/15/12 10/14/12 1 1	\$1,000.00			
Week: 10/12/12 10/28/12 1 1	\$1,000.00 \$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
62 WISN 11/06/12 11/06/12 Good Morning America		00		
Start Date End Date Weekdays Spots/Week	7-9a Rate	:30	NM 1	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	- 104	
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 4	\$1,800.00
Week: 10/15/12 10/21/12 1 1	\$450.00			
Week: 10/22/12 10/28/12 1 1	\$450.00			
Week: 10/29/12 11/04/12 1 1	\$450.00		l	
Week: 11/05/12 11/11/12 1 1	\$450.00			
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		,	Ψ1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00		i	
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM 1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	Rate			·
	\$1,500.00			
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM 1	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        T         1	<u>Rate</u> \$3,000.00			
67 WISN 10/04/12 10/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A	:30	NM 1	\$350.00
Week: 10/01/12 10/07/12TF 1	<u>Rate</u> \$350.00			
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	.00		
Start Date End Date Weekdays Spots/Week	456-6AW Rate	:30	NM 1	\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00			
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NIM 4	2222.22
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$200.00
Week: 10/01/12 10/07/12\$ 1	\$200.00			
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM 2	\$800.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	\$600.00
Week: 10/01/12 10/07/12TF 2	\$400.00			
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM 1	\$1,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		,	4.1000.00
Week: 10/01/12 10/07/12TF 1	\$1,500.00			
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	:30	NM 1	\$250.00
Start Date End Date Weekdays Spots/Week	Rate			,
Week: 10/01/12 10/07/12S- 1	\$250.00			

Totals

357

\$321,300.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria	E .	riginal Date / Revision 10/04/12 / 10/04/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	357	\$321,300.00	\$273,105.00

Signature:	Date:	
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